In the Claims

Claims are amended as follows:

1. (Currently Amended)   A web content personalisation system for a communications network comprising:

a client equipment unit capable of communicating with a content providing server for providing content;

a data manipulation server disposed in-line between the client equipment unit and the content providing server, the data manipulation server being remote from the client equipment unit, the data manipulation server being coupled to a data store arranged to store personal data relating to a user of the client equipment unit; wherein

the data manipulation server is adapted to modify data communicated between the client equipment unit and the content providing server in dependence on the data relating to the user in response to the personal data manipulation server intercepting a request message for obtaining the content, the request message being transmitted from the client equipment unit and addressed to the content providing server.

2. (Currently Amended)   A system as claimed in Claim 1, wherein the modified data is the request message which is modified thereby to personalise the content to be obtained by the client equipment.

3. (Previously Presented)   A system as claimed in Claim 2, wherein the request message is a Hyper Text Transfer Protocol (HTTP) request message.

4. (Previously Presented)   A system as claimed in Claim 1, wherein the modified data is data providing the content.

5. (Previously Presented)   A system as claimed in Claim 4, wherein the data providing the content is Hyper Text Mark-up Language (HTML) data.

6. (Currently Amended)   A system as claimed in Claim 1, wherein the personal data relating to the user is static data.

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7. (Original)   A system as claimed in Claim 6, wherein the static data is obtained from the user.

8. (Previously Presented)   A system as claimed in Claim 6, wherein the static data is obtained from a content provider associated with the content.

9. (Currently Amended)   A system as claimed in Claim 1, wherein the personal data relating to the user is dynamic data.

10. (Previously Presented)   A system as claimed in Claim 9, wherein the dynamic data is obtained from an access or service provider associated with supporting communications between the client equipment unit and the content providing server.

11. (Original) A system as claimed in Claim 1, wherein the data manipulation server is a proxy server.

12. (Currently Amended)   A data manipulation server apparatus for coupling in-line between a client equipment unit and a content providing server, the apparatus comprising:

   an interface for accessing a data store arranged to store personal data relating to a user of the client equipment unit; and

   a data manipulation engine arranged to modify data communicated between the client equipment unit and the content providing server in dependence on the personal data relating to the user in response to the data manipulation server intercepting a request message for obtaining content, the request message being transmitted from the client equipment unit and addressed to the content providing server.

13. (Currently Amended)   An apparatus as claimed in Claim 12, wherein the modified data is the request message which is modified thereby to personalise the content to be obtained by the client equipment.

14. (Previously Presented) An apparatus as claimed in Claim 13, wherein the request message is a Hyper Text Transfer Protocol (HTTP) request message.

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15. (Previously Presented). An apparatus as claimed in Claim 12, wherein the modified data is data providing the content.

16. (Previously Presented) An apparatus as claimed in Claim 15, wherein the data providing the content is Hyper Text Mark-up Language (HTML) data.

17. (Currently Amended)   An apparatus as claimed in Claim 12, wherein the personal data relating to the user is static data.

18. (Original) An apparatus as claimed in Claim 17, wherein the static data is obtained from the user.

19. (Previously Presented) An apparatus as claimed in Claim 17, wherein the static data is obtained from a content provider associated with the content.

20. (Currently Amended)   An apparatus as claimed in Claim 12, wherein the personal data relating to the user is dynamic data.

21. (Previously Presented) An apparatus as claimed in Claim 20, wherein the dynamic data is obtained from an access or service provider associated with supporting communications between the client equipment unit and the content providing server.

22. (Original) An apparatus as claimed in Claim 12, wherein the data manipulation server is a proxy server.

23. (Currently Amended)   A content providing server apparatus comprising:
    a transceiver and a processor coupled to a data store arranged to store content data, the transceiver and the processor being arranged to retrieve content data from the data store and transmit the content data to a client equipment unit in response to a the client equipment unit transmitting to the content providing server a request message for obtaining the content; wherein

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the content data comprises a user-related attribute for replacement by a data manipulation server remote from the client equipment unit and disposed in-line between the content providing server and the client equipment unit, the replacement being performed in dependence on personal data accessed by the data manipulation server and relating to a user of the client equipment unit.

24 - 26. (Canceled)

27. (Previously Presented)   An apparatus as claimed in Claim 26, wherein the content data is Hyper Text Mark-up Language (HTML) data.

28. (Currently Amended)   An apparatus as claimed in Claim 23, wherein the personal data relating to the user is static data.

29. (Original) An apparatus as claimed in Claim 28, wherein the static data is obtained from the user.

30. (Previously Presented)   An apparatus as claimed in Claim 28, wherein the static data is obtained from a content provider associated with the content.

31. (Currently Amended)   An apparatus as claimed in Claim 23, wherein the personal data relating to the user is dynamic data.

32. (Previously Presented) An apparatus as claimed in Claim 31, wherein the dynamic data is obtained from an access or service provider associated with supporting communications between the client equipment unit and the content providing server.

33. (Original) An apparatus as claimed in Claim 23, wherein the data manipulation server is a proxy server.

34 - 54. (Canceled)

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55. (Currently Amended)   A method of personalising content communicated to a client equipment unit by a content providing server, the method comprising the steps of:

intercepting at a data manipulation server remote from the client equipment unit and disposed in-line between the content providing server and the client equipment unit, a request message for obtaining the content, the request message being transmitted from the client equipment unit and addressed to the content providing server;

in response to the interception, retrieving from a data store personal data relating to a user of the client equipment unit; and

modifying data communicated between the client equipment unit and the content providing server in dependence on the retrieved personal data relating to the user.

56. (Currently Amended)   A method as claimed in Claim 55, wherein the modified data is the request message which is modified thereby to personalise the content to be obtained by the equipment unit.

57. (Previously Presented) A method as claimed in Claim 56, wherein the request message is a Hyper Text Transfer Protocol (HTTP) request message.

58. (Previously Presented) A method as claimed in Claim 55, wherein the modified data is data providing the content.

59. (Previously Presented) A method as claimed in Claim 58, wherein the data providing the content is Hyper Text Mark-up Language (HTML) data.

60. (Currently Amended)   A method as claimed in Claim 55, wherein the personal data relating to the user is static data.

61. (Original) A method as claimed in Claim 60, further comprising the step of:
obtaining the static data from the user.

62. (Previously Presented) A method as claimed in Claim 60, further comprising the step of:
obtaining the static data is from a content provider associated with the content.

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63. (Currently Amended)   A method as claimed in Claim 55, wherein the personal data relating to the user is dynamic data.

64. (Previously Presented)   A method as claimed in Claim 63, further comprising the step of:

obtaining the dynamic data from an access or service provider associated with supporting communications between the client equipment unit and the content providing server.

65. (Currently Amended)   Computer executable software code stored on a computer readable medium, the code being for personalising content communicated to a client equipment unit by a content providing server, the code comprising:

code to intercept at a data manipulation server, disposed in-line between the client equipment unit and content providing server and remote from the client equipment unit, a request message for obtaining the content, the request message being transmitted from the client equipment unit and addressed to the content providing server;

code to retrieve personal data relating to a user of the client equipment unit in response to the interception;

code to modify data communicated between the client equipment unit and the content providing server in dependence on the retrieved personal data relating to the user.

66. (Currently Amended)   A   programmed   computer   for   personalising   content communicated to a client equipment unit from a content providing server, the computer comprising:

a memory having at least one region for storing computer executable program code, and

a processor for executing the program code stored in the memory, wherein the program code comprises:

code to intercept at a data manipulation server, disposed in-line between the client equipment unit and content providing server and remote from the client equipment unit, a request message for obtaining the content, the request message being transmitted from the client equipment unit and addressed to the content providing server;

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code to retrieve <u>personal</u> data relating to a user of the client equipment unit in response to the interception;

code to modify data communicated between the client equipment unit and the content providing server in dependence on the retrieved <u>personal</u> data relating to the user.

67. (Currently Amended)   A computer readable medium having computer executable code stored thereon, the code being for personalising content communicated to a client equipment unit from a content providing server, the code comprising:

code to intercept <u>at a data manipulation server, disposed in-line between the client equipment unit and content providing server and remote from the client equipment unit,</u> a request message for obtaining the content, the request message being transmitted from the client equipment unit and addressed to the content providing server;

code to retrieve <u>personal</u> data relating to a user of the client equipment unit in response to the interception;

code to modify data communicated between the client equipment unit and the content providing server in dependence on the retrieved <u>personal</u> data relating to the user.

68. (Currently Amended)   A content personalisation system according to Claim 1, wherein the data manipulation server is arranged to modify the data communicated between the client equipment and the content providing server in dependence on a selected subset of the <u>personal</u> data relating to a user stored in the data store.

69. (Previously Presented)   A content personalisation system according to Claim 68, wherein the data manipulation server is arranged to request the user of the client equipment unit to select the subset in response to intercepting the request message.

70. (Previously Presented)   A content personalisation system according to Claim 68, wherein the data manipulation server is arranged to determine the subset in dependence on at least one rule of a user defined rule set, the at least one rule applying to the content providing server.

71. (Previously Presented)   A content personalisation system according to Claim 1, wherein the data manipulation server is arranged selectively to modify the data

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communicated between the client equipment and the content providing server in
dependence on the data manipulation server detecting that the content providing server has
a subscription with the data manipulation server.

72. (Previously Presented)   A content personalisation system according to Claim 1,
wherein the data manipulation server is operated by an access or service provider
associated with supporting communications between the client equipment unit and the
content providing server.

73. (Currently Amended)   A data manipulation server apparatus according to Claim 12,
wherein the data manipulation server is arranged to modify the data communicated between
the client equipment and the content providing server in dependence on a selected subset of
the personal data relating to a user stored in the data store.

74. (Previously Presented)   A data manipulation server apparatus according to Claim 73,
wherein the data manipulation server is arranged to request the user of the client equipment
unit to select the subset in response to intercepting the request message.

75. (Previously Presented)   A data manipulation server apparatus according to Claim 73,
wherein the data manipulation server is arranged to determine the subset in dependence on
at least one rule of a user defined rule set, the at least one rule applying to the content
providing server.

76. (Previously Presented)   A data manipulation server apparatus according to Claim 12,
wherein the data manipulation server is arranged selectively to modify the data
communicated between the client equipment and the content providing server in
dependence on the data manipulation server detecting that the content providing server has
a subscription with the data manipulation server.

77. (Previously Presented)   A data manipulation server apparatus according to Claim 12,
wherein the data manipulation server apparatus is operated by an access or service provider
associated with supporting communications between the client equipment unit and the
content providing server.

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78. (Currently Amended)   A method of personalising content according to Claim 55, wherein the retrieved personal data relating to the user is a selected subset of personal data relating to the user stored in the data store.

79. (Previously Presented)   A method of personalising content according to Claim 78, comprising the step of:

  requesting the user of the client equipment unit to select the subset in response to the interception.

80. (Previously Presented)   A method of personalising content according to Claim 78, comprising the step of:

  determining the subset in dependence on at least one rule of a user defined rule set, the at least one rule applying to the content providing server.

81. (Previously Presented)   A method of personalising content according to Claim 55, comprising the step of:

  selectively modifying the data communicated between the client equipment and the content providing server in dependence on detecting that the content providing server has a subscription.

82. (Previously Presented)   A method of personalising content according to Claim 55, wherein the method is performed by an access or service provider associated with supporting communications between the client equipment unit and the content providing server.

83. (Currently Amended)   A content personalisation system for a communications network comprising:

  a client equipment unit capable of communicating with a content providing server for providing content;

  a data manipulation server disposed in-line between the client equipment unit and the content providing server and remote from the client equipment unit, the data

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manipulation server being coupled to a data store arranged to store personal data relating to a user of the client equipment unit; wherein

the data manipulation server is adapted to intercept and modify content data communicated from the content providing server to the client equipment unit, the content data being communicated in response to a request message being transmitted from the client equipment unit to the content providing server for obtaining the content, the modification being performed in dependence on the personal data relating to the user.

84. (Currently Amended)   A data manipulation server apparatus for coupling-disposal in-line between a client equipment unit and a content providing server and remote from the client equipment unit, the apparatus comprising:

a data store arranged to store personal data relating to a user of the client equipment unit; and

a data manipulation engine arranged to intercept and modify content data communicated from the content providing server to the client equipment unit, the content data being communicated in response to a request message being transmitted from the client equipment unit to the content providing server for obtaining the content, the modification being performed in dependence on the personal data relating to the user.

85. (Currently Amended)   A method of personalising content communicated to a client equipment unit by a content providing server, the method comprising the steps of:

intercepting at a data manipulation server, disposed in-line between the client equipment unit and content providing server and remote from the client equipment unit, content data communicated from the content providing server to the client equipment unit, the content data being communicated in response to a request message being transmitted from the client equipment unit to the content providing server for obtaining the content;

in response to the interception, retrieving personal data relating to a user of the client equipment unit; and

modifying the data communicated between the client equipment unit and the content providing server in dependence on the retrieved personal data relating to the user.

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